IDOE Charter School Marketing

Power of Content Marketing Bart Caylor, Caylor Solutions









CEDARVILLI E

QUALITY CHRISTIAN EDUCATION



EDARVILLE



A sinus when many colleges are string-gling to sources, Codarvelle College nemates filled to capacity with some of the nation's sharpest Christian students. The rotates for this pupularity, according to the students themselves, is "tudancs." Codarville College offers the balanced approach to Christian higher education which students device.

COMMITMENT TO CHRIST

COMMITMANT TO CHRIST?

The first element of this federate is a commitment to Christ. You'd find an apon, grounder commitment to pure Christ Payed find an apon, grounder commitment to pure Christ Payed find an apon, and a state of the christ Payed find the christ Payed find the pure to the christ Payed find the pure to medicate fine the state in this deep pure understand fine must inspirate flowing by learning quintending, relevant speakent to deality chapted feature that the christ purpose of the purpose of the

QUARTY ACADOMICS.
A quality academy program is the second element in this dynamic balance. Next The bell by Dr. True Druss, a prosident with obligation that "event-bridge done in the name of Christ should have "quality stamped all even in." Yard Teoperises as academic regions which country proxyvel a 10-year present of accreditation by the presignation which country proxyvel a 10-year present of accrediting agrees you design to the process of the proxyment of the present of the proxyment of the present of the p coolings in the Management, visit of learn week indicates their absolutes. But the Centerpoid Liberary which constitute SCRNI bearing absolutes or learning to the second with the second section of the Schwarzer building which better the learning bearings the second with the second to the second building which bearing the learning to early the second with the second buildings which will be second buildings which will be second the department of the second buildings which is also the second buildings which will be second those beared as soldings the or them not date; and all all buildings which is also the second buildings and the second buildings are the second buildings and the second buildings are second buildings and the second buildings are second buildings and the second buildings are second to the second buildings and the second buildings are second buildings are second buildings are second buildings and the second buildings are second buildings are second buildings are second buildings are second buildings and the second buildings are second buildings and the second buildings are second buildings a with equipment like a computerized liquid scintilla-tion counter, the first of its kind in the elate of Otto-

FAMILY

"Tamily" describes the third element of the special Colorville balance. When you come to Codarville, you will join a lamily—a saring, has-leving group of you will past a leasing-Laining, has orderly gibing or Christian people who will reconsing you when not're disease, rejoin will you when you're up, and haigh with you when you're howing a good time. These are plenty of "good time." or Coherrilla, too. Activities like convents, plays, emission, walders organizations, whiches, contrasts, weeked alsocked parties will keep your social criteralar filled. SUCCESS

SUCCESS
You already know that you want to be exceeded in life. You'll be in good company at Codarville. Our foresteen consistently ranks among the top tooms in the nation. Athletically, Codarville teams have parted 11 distrait and 5 national other in the pant.



Internal of Branch Honel of Jan.

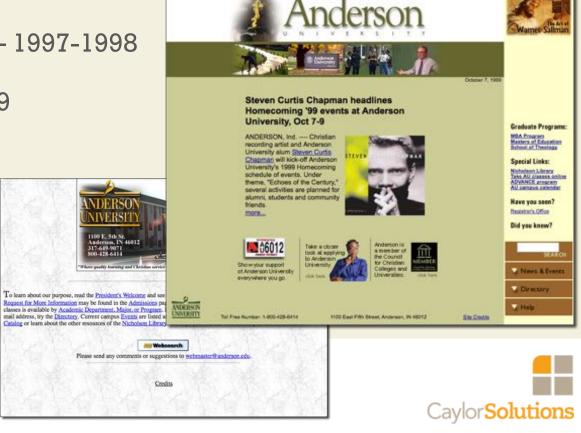
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nation other Contexts authors who share externed in shooks like the University of Protompfrints School of Law. The Ohn-State University School of Makhien, and Combridge University in England. It year to Solding the opinitual reconsequences, mathemic challenge, and sorted introducement as you propose for the rest of your life, consider College.



Education Websites

- Typically from IT Departments
- Anderson University 1997-1998
- Chronicle Article 1999



Content (Blogging, Etc.)

- Mid 2000s
- Blogger
- Writing for the web





Social Media

- The Facebook 2004 / 2006
- YouTube 2005
- Twitter 2006
- Instagram 2010
- Snapchat 2012

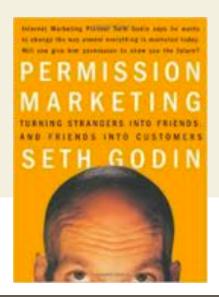




Inbound Marketing

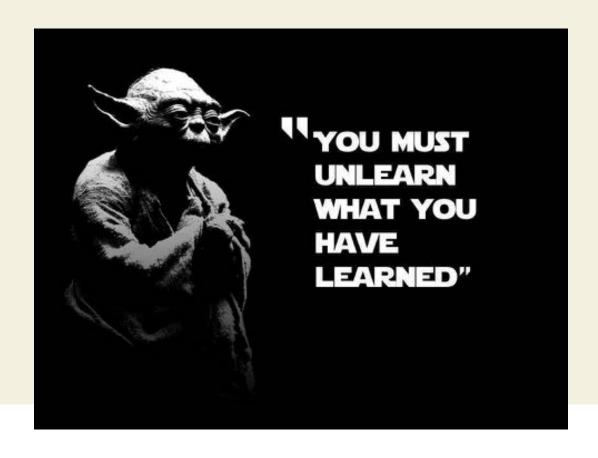
- Late 2000s
- Hubspot
- 1999 Permission Marketing Godin
- Gated Content







Dealing with Constant Change







The Power of Content

Content is King





+Keeps Your Audience Informed

Provides Fodder for Search Engines to Recognize and Rank You.

Delivers Your Message

Content Marketing is figuring out what prospects are interested in, creating information that meets those needs, and delivering to them in a timely, relevant, and valued way.

Content marketing generates 3 times as many leads as traditional outbound marketing, but costs 62% less. — Hubspot, January 2015

Hubspot, The Ultimate List of Marketing Statistics, http://www.hubspot.com/marketing-statistics

Content marketing drives higher conversion rates than traditional marketing: 6X.

http://content.kapost.com/Aberdeen-ContentChaos

Success flows to organizations that inform, not organizations that promote.

Jay Baer, Utility

Content Comes in a Variety of Forms

Content Types

- Text
- Video
- Audio
- Images
- **■** Interviews
- Polls
- Social Media Posts





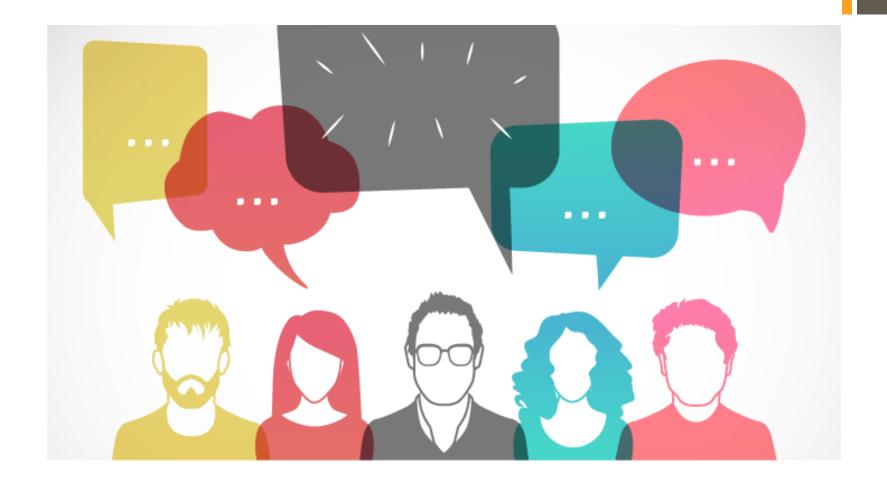




Content doesn't just happen. You must have a plan and do the work.

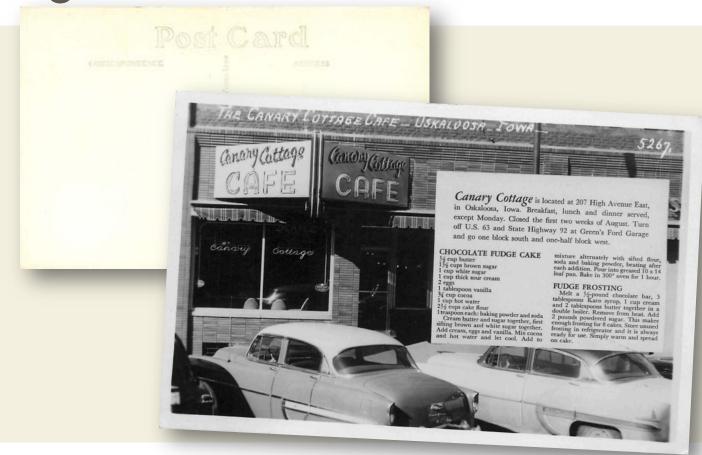


Know Your Audience's Questions Provide the Answers



Most Effective Forms of Content For Education Marketers

Evergreen Content





Blogging

Simple way to provide answers to questions

Search engines LOVE blogs

Keyword Rich = Discovery

Call to Action



Gated Content

Blogging Calls to Action

More information for permission to market

Ebooks, videos, special access

Email nurturing





Video

Popular way to consume content, especially for Millennials and Gen Z

More accessible than ever

Number of ways to use it

Testimonials, Day in the Life



Photos/Graphics

Tell the Story

Personalized Explanations

Infographics/Photos

Emotive and Immersive





Audio

Podcasts

Interviews/Testimonials

Spotify Playlists





Repurpose

Social Media

Syndication - Discovery

Newsletters

One format to the next

Call to Action









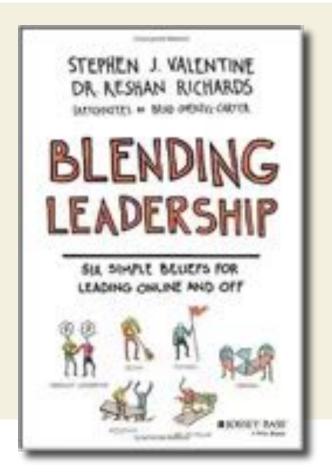
Content makes you and your organization the authority on whatever you choose to publish.

Claim Your Authority

- Distinctives
- Subject Matter
- Location
- Methodology/Approach
- Individuals (Teachers, Principal, etc.)



Caylor Solutions



Is it any wonder, then, that spaces like Slack are being called the office of the future? As Scott Rosenberg points out in an article called "Shar Down Your Office, You Now Work in Slack," Slack, which has picked up millions of users (and millions of dollars in funding) in a rather short period of time, "almost demands a certain level of casual play" (Rosenberg, 2015). Slack's features (messaging, group conversations, attachments, API integrations) are not unique in the realm of productivity and communications platforms. What is unique is the way that Slack weaves these features together for seamless integration across multiple devices, providing appidock notifications when there is something to which users need to pay attention. Slack works for people because it meets them where they work and it supports them in working the way they would like to work, tying them to digital spaces they can park in their pockets rather than physical spaces where they have to park themselves.

Leaders set the conditions for work, monitor them, adjust them as needed, and promote change in them when needed. Blended leaders, always on the lookout for the point of highest impact and greatest leverage, realize that you have to cast your line where the fish are. They don't stubbornly fish in the same nook because that's where they have always fished. And they don't try to force the fish to return to the old nook in order to be caught.

College admissions provides a good example. If you were charged with
"selling" a college to a prospective student body, you would assume that
your greatest asset would be the campus itself—the manicured lawns, the
student spaces, the ancient trees, the immaculate buildings, the modernized
dorms, flying Frisbers, the lake next door. . . . Yet Caylor Solutions recently
released a summary of some key points from a student survey conducted
with users of Chegg, an online textbook provider, and Uversity, a higher
education data and communications platform. Here's what they found: 79
percent of students "reported that they would drop a school from
consideration" if their experience of the school on the school's website did
not meet their standards. And, 97 percent of the students surveyed reported
that they consumed these websites via mobile devices (Caylor, 2014).

In principle, admissions directors have the same job they have always had—to attract and admit the right students—but their tactics must shift, much like the tactics of the US military, detailed in our introduction, had to shift when the state of modern warfare shifted. The same goes for school teachers and school leaders. Reshan stopped writing this book in order to care for the writing space of this book. He redefined his role for a few days to best serve the larger goal of the team. Sometimes you have to disrupt the default; sometimes you have to work in a different way; sometimes you have to add a different hat to an already crowded head.

Some of this thinking came from an analogous experience Steve had while working with a communication and marketing peofessional who







Take Away:



- Prospective students want answers to questions about going to school, but unlike in days gone by, they want self-service for those answers before they take the next step.
- You and your school have those answers and need to provide them in the way that prospects need them in a timely, relevant and valuable way.
- You will gain authority by the content you create.
- To create that content, it takes planning and work.





Planning

- 1. Personas
- 2. Customer Journey
- 3. Content Inventory
- 4. Leadership Buy-in
- 5. Crawl, Walk, Run



Three Exercises

- 1. Think through ideas for content based upon what prospects what. What are the questions?
- 2. How can you create original content that answers those questions? What different ways can you edit that into different formats?
- 3. What resources do you need to create and manage content?

+ Question & Answers

The Power of Content Marketing



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